



Finding The Right Agent To Sell Your Home

Intercounty

ESTATE & LETTING AGENTS



You don't need to become best friends with your estate agent, but you should take the time to find the best estate agent for your needs.

It is likely you have a lot of estate agents to choose from, and on the surface, there might not seem a massive difference between some of the agents operating in your area. However, sometimes, the smallest differences matter, and this is why finding the right agent to sell your home is a task worth taking time over.

At Intercounty, we like to think we are a good choice as an agent when selling your home. We have a good track record; many positive reviews and testimonials and we know and care about the local area.

However, we appreciate this is a decision you need to make. Therefore, we are more than happy to provide you with a guide on what to look for in a reputable estate agent, and if you have any questions about us, please contact us on 01279 757250.



Research estate agents in your area

Even if you are in a hurry, do not settle for the first estate agent you find, even if that agent is us! It is important you feel confident about this process, and that you give yourself the best chances of success in the local property market.

Local knowledge and insight is crucial. An agent should know average prices and the trends for your local housing market, but they should also know and feel how the market operates.

There are many national agents operating around the country, and there are good points to their service. However, where these agents often fall down is when it comes to knowing an area, and delivering a personal service that connects buyers and vendors.

No matter the home you are looking to sell, there will be likely buyers for this style of property. A good agent knows this, and they'll present and promote your property in an appropriate manner.

When an agent knows the local market, the where, when, why and how of promoting the property becomes a lot simpler.



Ask people for recommendations

This tip is so simple, it is often overlooked, but the importance of reviews from people you know and trust are crucial. It is likely your family members, friends, colleagues and associated have had dealings with local estate agents.

Customer reviews and testimonials on an agent's website are important, but speaking with someone you know telling their side of their story is even more helpful.

Even if you don't know anyone who has used a local estate agent recently, social media can help you. Facebook allows people to ask for recommendations, which can help you develop a more informed picture of the service an agent offers.

Also, you can search on an agent's name, and this might provide you with more insight into the service they deliver.



Find out the fees they charge and what services they offer

Money matters. It is important to you in the price you sell your home for, and it matters in your expenses when selling your home.

A lot is said and written about the cost of buying a home, but less is discussed about the cost of selling your property. You have a lot of costs to take care of, and estate agent fees are a factor you need to be aware of.

Now, the lowest price doesn't mean this is the agent for you. Often, a lower price provides vendors with a lower standard of service.

It is vital you know what your budget is, what services you need to receive, and what standard of customer service you expect. When you have these outcomes and elements in mind, you need to choose an agent that represents the best value for money.



Find out the fees they charge and what services they offer

This isn't necessarily the cheapest or most expensive, but it will represent the most justifiable expense to achieve the results you expect.

As a minimum, obtain three quotes from agents in your area, and create a list of the services you receive for this money. From here, it will be easier to choose the agent who best suits your needs.

Also, don't forget to speak with agents, and get to know them more closely. A reliable agent will be happy to arrange an appointment, and they should be able to offer a marketing plan for your property, that is tailored for your home.

Some agents will follow the same approach with every sale. While it is good to be consistent, each sale is unique. Therefore, agents should be flexible enough to change their approach if required.



Questions you should ask an estate agent

If you plan on meeting with an estate agent, it is helpful to have questions to ask them. It is likely you will already have a range of questions, but if you need assistance in this matter, here are some questions to consider:

- **What is your experience in the industry?**
- **Do you have any testimonials or reviews from previous clients?**
- **How long do you usually take to find a property for someone?**
- **How much will it cost me to use your services?**
- **Can I see some of the properties that are available now?**

At Intercounty, we are more than happy to answer any questions you have, so please contact us today to see how we can assist you in selling your home.



Contact Us

The impact the right estate agent can have on the sales process is often immeasurable. We are pleased to say we have helped many homeowners sell their home quickly, and for a fair price.

We look forward to assisting you with this process, and if there is anything we can do to help you make an informed decision, please get in touch with us today.

For all property market enquiries, please feel free to call us on 01279 757250 or why not email us at bishopsstortford@intercounty.co.uk.

With considerable experience in the local rental market, and free valuation services, we look forward to helping you make an informed decision in the local property market.

At Intercounty our property experts will use their local expertise and understanding of the current market to give you the best valuation for your property.

BOOK A VALUATION





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